



MINUTES DISCOVER FLAGSTAFF TOURISM COMMISSION

September 28, 2021 – 1:00 p.m.-3:00 p.m.

[Join Microsoft Teams Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Madeksza called the meeting to order at 1:00 p.m.

B. ROLL CALL:

Terry Madeksza, Chair, [present](#)
Jennifer Grogan, Vice-Chair, [present](#)
Steve Finch, [present](#)
Lynda Fleischer, [excused](#)

Ellen Jimenez, [present](#)
Joe O'Donnell, [present](#)
Jennifer Rolley, [joined at 1:03 p.m.](#)

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

A. Chair & Commissioners

- Vice-Chair Grogan – Flagstaff Oktoberfest this at Wheeler Park on Saturday.
- Chair Madeksza – Downtown is gearing up for Fall and Holidays: October 16 NAU Family weekend; Live music on the Square, Trick or Treat Trail and a full line up of activities day after Thanksgiving into the new year.

B. Council Liaison – Councilmember Regina Salas gave a brief update.

City council is currently having executive session for legal advice for the Auto Mall.

Councilmember Salas updated the Commission on the America Rescue Plans Act (ARPA). The City is to receive 13.4 million. 4.5 million is already allocated to Revenue Loss Recovery and allocate the remaining 8.75 million: \$350,000 to recent related businesses, \$500,000 to small business grants, and \$705,000 to non-profits. Council will discuss more at their next meeting in two weeks. Please send an email to Council Salas regarding your support/concerns for the Tourism Industry. Email: regina.salas@flagstaffaz.gov.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

E. APPROVAL OF MINUTES

A. August 24, 2021 Tourism Commission Meeting

MOTION:

Commissioner Finch motioned to approve August 24, 2021 minutes, Commissioner Jimenez seconded the motion, no discussion. Motion approved unanimously.

F. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Lowell Observatory gave the August 2021 Attractions Report. Online and in-person events are continuing with Lowell Observatory, The Arboretum at Flagstaff, Museum of Northern Arizona, and Arizona Snowbowl. Please visit their websites for event planned.

B. Director & Staff Reports

Staff gave monthly report for August 2021 for Administrative, Marketing, Creative Services, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comments:

Commissioner Finch made a comment that the *Accommodation Indicators* numbers are great and is COVID affecting the 2021 numbers? Trace explained that COVID is affecting everyone's numbers and notes that the ADR is what affects these numbers for any destination.

Commissioner O'Donnell stated the *Website Behavior* information is great and asked about the *Website Performance*, is this year-to-date? Lori answered this is month to month. Did this funnel into the email or social campaigns? Lori answered Engagement with email is high. Answers available during the Email Campaigns and Social Media reports.

Commissioner O'Donnell asked how to enroll for the email campaigns? Sabrina answered that the sign-up is available on the Discover Flagstaff website on the visitor guide request page.

C. Chair

Thanked Trace and Team. Will Discover Flagstaff have a regular Tourism Commission meeting in October due to the Annual meeting? Yes, it's up to the Commissioners.

G. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

A. Agenda Items

Commissioner Jimenez asked to invite AZLTA to the November meeting to discuss numbers as a whole and where Flagstaff fits into these numbers. Director Ward will invite AZLTA but cannot guarantee they can attend. If not get we will have Beatification to update the Commission.

Commissioner O'Donnell requested an update on the efforts of The Greenbook.

B. Next meeting date: ~~October 26, 2021~~ November 23, 2021

H. ADJOURNMENT

MOTION:

Commissioner Rolley moved to adjourn the meeting, Commissioner Jimenez seconded the motion. No discussion. The meeting adjourned at 2:20 p.m. by unanimous consent.